

TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	10/039,062
	Filing Date	December 31, 2001
	First Named Inventor	William R. Matz
	Art Unit	2153
	Examiner Name	Sean M. Reilly
	Attorney Docket Number	BS01376
Total Number of Pages in This Submission: 11		

ENCLOSURES

(Check all that apply)

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Fee Transmittal Form
<input checked="" type="checkbox"/> Fee Attached
<input type="checkbox"/> Amendment/Reply
<input type="checkbox"/> After Final
<input type="checkbox"/> Affidavits/declaration(s)
<input type="checkbox"/> Extension of Time Request
<input type="checkbox"/> Express Abandonment Request
<input checked="" type="checkbox"/> Information Disclosure Statement
<input type="checkbox"/> Certified Copy of Priority Document(s)
<input type="checkbox"/> Response to Missing Parts/Incomplete Application
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)
<input type="checkbox"/> Licensing-related Papers
<input type="checkbox"/> Petition
<input type="checkbox"/> Petition to Convert to a Provisional Application
<input type="checkbox"/> Power of Attorney, Revocation
Change of correspondence Address
<input type="checkbox"/> Terminal Disclaimer
<input type="checkbox"/> Request for Refund
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<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
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<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Status Letter
<input type="checkbox"/> Other Enclosure(s) (please identify below): |
|--|---|--|

Remarks:

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Name (Print/Type)	Bambi Faivre Walters	Reg. No.:	45,197
Signature	<i>Bambi Faivre Walters</i>		
Date	March 15, 2005		

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Name (Print/Type)	Bambi Faivre Walters	Date	March 15, 2005
Signature	<i>Bambi Faivre Walters</i>		

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

RECEIVED
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In re application of: William R. Matz

Group Art Unit: 2153

MAR 15 2005

Application No.: 10/039,062

Examiner: Sean M. Reilly

Filed: December 31, 2001

Title: "System and Method for Targeted Content Distribution Using Tagged Data Streams"

VIA FACSIMILE 703-872-9306

Attn: Examiner Unassigned

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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INFORMATION DISCLOSURE STATEMENT

Pursuant to 37 CFR §§1.56, 1.97, and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached Forms PTO 1449 (pp. 1-5).

This Information Disclosure Statement is being submitted after the mailing of a first Office Action in this application and therefore, a certification fee is believed to be required (37 CFR § 1.97(b)(3)).

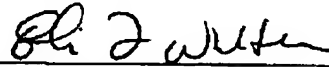
03/16/2005 BONNER 00000030 10039062

01 FC:1806

180.00 0P

It is respectfully requested that the references listed on the attached forms be expressly considered by the Examiner and be made of record in the application and appear among the "References Cited" on any patent to issue therefrom.

Respectfully submitted,



Bambi F. Walters
Attorney for Applicants
Registration No. 45,197
P. O. Box 5743
Williamsburg, VA 23188
Telephone: 757.253.5729

Date: MARCH 15, 2005

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PTO/SB/08A (08-00)

 Approved for use through 10/31/2002. OMB 0851-0031
 U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 5

Complete if Known

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Group Art Unit	2153
Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

U.S. PATENT DOCUMENTS					
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		Number	Kind Code ² (if known)		
		677,209		Chernock et al.	08-1901
		3,788,810		Bliss et al.	03-18-1974
		3,866,302		Kosco	05-27-1975
		4,130,833		Chomet	12-19-1978
		4,258,386		Cheung	03-24-1981
		4,391,851		Asip et al.	11-30-1982
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		4,667,591		Gray et al.	02-28-1986
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		4,912,552		Allison, III. et al.	03-27-1990
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		5,038,211		Hallenbeck, Peter d.	06-1991
		5,046,090		Walker et al.	09-03-1991
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		5,600,364		Hendricks	02-1997
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

2

of

5

Complete if Known

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
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Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

U.S. PATENT DOCUMENTS						
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		5,819,247		Russo	04-1997	
		5,830,119		Aristides	05-13-1997	
		5,881,518		Carles, John B.	08-1997	
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		6,483,585		Hendricks et al.	10-2002	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 3 Of 5

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First Named Inventor	William R. Matz
Group Art Unit	2153
Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		6,477,704		Cremia	11-2002	
		6,487,538		Gupta et al.	11-2002	
		6,496,818		Ponte	12-2002	
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		App. 10/036,677		Swix	12-21-2001	
		App. 10/038,923		Swix	12-21-2001	
		App. 10/037,005		Matz	12-21-2001	
		App. 10/778,345		Swix	02-17-2004	

FOREIGN PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T _o
		Offi ce ³	Number ⁴	Kind Code ⁵ (if known)				
			EP 0 424 648A EP 1162840 A2 WO 99 52285A WO 99 04561A WO 99 45702A		Wilson	02-02-1991 12-2001 10-14-1999 01-28-1999 09-10-1999		

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Considered

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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 18 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet 4 Of 5

Complete if Known

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Group Art Unit	2153
Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		PCT Publication No. WO 94/17809 (Kiehl et al., 08-04-1994)	
		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <u>The Wall Street Journal</u> , September 26, 1994.	
		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/com_cal/print/print.cgi?url=http://devices.../report_interactive.html , (11/16/01) pp.1-2.	
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		"Liberate Technologies – Solutions," Liberate Connect Suite, www.solutions.liberate.com/products/connect_suite.html , (11/16/01) pp. 1-2.	
		"Liberate Technologies – Solutions," Liberate imprint Server TM , www.solutions.liberate.com/products/imprint_server.html , (11/16/01) p. 1 of 1.	
		"Liberate Technologies – Solutions," Liberate Mediacast Server TM , www.solutions.liberate.com/products/mediacast_server.html , (11/16/01) pp.1-2.	
		"Spike High Performance Server Array," Mixed Signals Technologies, Inc., www.mixedsignals.com , info@mixedsignals.com (2000) p. 1.	
		"power, flexibility, and control," RespondTV, www.respondtv.com/whyrespond.html , (11/16/01) pp. 1-2.	
		"It just clicks," RespondTV, www.respondtv.com/inaction.html , (11/16/01) pp.1-2.	
		"The Wink System," Wink System Diagram, www.wink.com/contents/tech_diagram.html , (11/16/01) p. 1 of 1.	
		"What is Wink?," www.wink.com/contents/whatishink.html , (11/16/01) p. 1 of 1.	
		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.html , (11/16/01) p. 1 of 1.	

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SignatureDate
Considered

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¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 5 of 5

Complete if Known

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Group Art Unit	2153
Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		"What is Wink: Examples," What is Wink -- Examples, www.wink.com/contents/examples.html , (11/16/01) pp. 1-2.	
		"Nielsen Media Research -- Who We Are & What We Do," www.nielsenmedia.com/whoweare.html , (10/11/01) pp. 1-4.	
		www.actv.com , Screen Print, 10/8/2000	
		"ACTV, Inc. Offers Exclusive Preview of 'Individualized Television' at Official All-Star Café," Business Wire, Sept. 18, 1998.	
		"ACTV's HyperTV & 'Individualized Television' to be Powered by Sun Microsystems' JavaTV Technology," Business Wire, Apr. 21, 1999.	
		Whitaker, Jerry, "Interactive TV: Killer Ap or Technical Curiosity?", Broadcast Engineering, Dec. 1999.	
		Dickson, Glen, "Digital TV gets specifically directed," Broadcasting & Cable, June 5, 2000.	
		Reed, David, "The future is digital," Precision Marketing, v. 13, n.51, pg. 27, Sept. 21, 2001.	

Examiner
SignatureDate
Considered

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PTO/SB/17 (12-04v2)

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Effective on 12/08/2004.

Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FEE TRANSMITTAL
For FY 2005☐ Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT** (\$) **180.00****Complete if Known**

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Examiner Name	Shawn M. Reilly
Art Unit	2153
Attorney Docket No.	BS01376

METHOD OF PAYMENT (check all that apply)
☐ Check ☒ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): _____

☐ Deposit Account Deposit Account Number: _____ Deposit Account Name: _____

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, except for the filing fee
☒ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments

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FEE CALCULATION**1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES**Fee Description**

Each claim over 20 (including Reissues)

Fee (\$)	Small Entity Fee (\$)
50	25

Each independent claim over 3 (including Reissues)

200	100
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Multiple dependent claims

360	180
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Total Claims	Extra Claims	Fee (\$)	Fee Paid (\$)
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- 20 or HP =	x	=
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HP = highest number of total claims paid for, if greater than 20.

Indep. Claims	Extra Claims	Fee (\$)	Fee Paid (\$)
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- 3 or HP =	x	=
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HP = highest number of independent claims paid for, if greater than 3.

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
--------------	--------------	--	----------	---------------

- 100 =	/ 50 =	(round up to a whole number) x	=
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4. OTHER FEE(S)


Non-English Specification, \$130 fee (no small entity discount)

Fees Paid (\$)

Other (e.g., late filing surcharge): IDS - 37 CFR 1.97(b)(3)

\$180.00

SUBMITTED BY

Signature		Registration No. (Attorney/Agent)	45,187	Telephone	757.253.5729
Name (Print/Type)	Bambl Fahre Walters	Date	March 15, 2005		

This collection of information is required by 37 CFR 1.138. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PTO/SB/17 (12-04v2)

Approved for use through 07/31/2008. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Effective on 12/08/2004.
Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).**FEE TRANSMITTAL**
For FY 2005☐ Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT (\$)** 180.00**Complete If Known**

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Examiner Name	Shawn M. Reilly
Art Unit	2153
Attorney Docket No.	BS01376

METHOD OF PAYMENT (check all that apply)

☐ Check ☒ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): _____

☐ Deposit Account Deposit Account Number: _____ Deposit Account Name: _____

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, except for the filing fee.

☒ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

FEE CALCULATION**1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES

Fee Description	Fee (\$)	Small Entity Fee (\$)
Each claim over 20 (including Reissues)	50	25
Each independent claim over 3 (including Reissues)	200	100
Multiple dependent claims	360	180

Total Claims _____ **Extra Claims** _____ **Fee (\$)** _____ **Fee Paid (\$)** _____

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims _____ **Extra Claims** _____ **Fee (\$)** _____ **Fee Paid (\$)** _____

HP = highest number of independent claims paid for, if greater than 3.

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
_____	_____	_____	_____	_____

_____ - 100 = _____ / 50 = _____ (round up to a whole number) x _____ = _____

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge): IDS - 37 CFR 1.87(b)(3)

Fees Paid (\$)

\$180.00

SUBMITTED BY

Signature	<i>Bambi Falvo Walters</i>	Registration No. (Attorney/Agent)	45,197	Telephone	757.253.5729
Name (Print/Type)	Bambi Falvo Walters			Date	March 15, 2005

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